What is the upside to media consolidation???? So far I have not seen any benefits in consolidation other than fictional claims of efficieny. First contact with FCC in 1934 (ham radio licence), second contact in 1943 (commercial radio telephony licence); agency seemed to perform well in protecting the public's interests. Broadcast content has been deteriorating continuously while media giants have more control and (more money) in shaping public opinion. Regulation is not a dirty word. Please do your job.